



LISA MACKIN | User Experience Designer

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lisamackin.com

A passionate and empathetic advocate for the user focused on discovering motivations through research to design viable solutions.

Former graphic designer/marketing communications professional with formal training in the methodologies and practices of UX Design. Excellent visual design and conceptual skills, as equally comfortable behind a whiteboard as a keyboard. Over 16 years experience client facing as established freelance creative. Proficient in all standard design software including Illustrator, Photoshop, Sketch, Axure and Invision. Accomplished illustrator.

UX DESIGN METHODOLOGIES

User Research and Testing

Competitive Analysis

Participatory Design

Persona Development

Storyboards

User Journeys

Site Mapping

User Flows

Wire framing

Prototyping

Mobile, Tablet & Desktop Design

Responsive and Adaptive Design

Visual Design

SKILLS

Photoshop, Illustrator, InDesign, Dreamweaver

InVision

Sketch

Axure

Hand Illustration

Basic CSS

Basic HTML

UX EXPERIENCE

2016

UX Designer

WAYFAIR Boston, MA

Through informed assumptions based on user research and insights, create interaction designs that seamlessly cross verticals. User research, conceptual work, wireframes, prototypes. Work in an integrated team environment alongside PMs, visual designers and developers. Investigate UX and e-commerce trends and best practices. Keeping the customer's needs in the forefront while carefully balancing business needs.

User Experience Design Immersive Student

GENERAL ASSEMBLY Boston, MA

Intensive 10 week immersive program. Tactics learned include user research, competitive analysis, storyboards, persona development, user flows & journeys, wire frames, visual design & prototypes. Thoughtful process resulted in viable products designed to solve problems. Specific project examples:

- WeCycle! - mobile app providing real time route condition updates
- Destination Dinnertime - tablet app providing search options for children
- Education First - adaptive site to promote tour experience for students

PROFESSIONAL EXPERIENCE

2013-2015: Marketing & Communications Manager

THE SOCIETY OF ARTS AND CRAFTS Boston, MA

Developed and implemented strategies to promote 117 year old non-profit visual arts organization through digital and conventional marketing & design

- Responsible for visual design & production of all collateral & advertising
- Key role in the management of CraftBoston - large biannual national show
- Created and managed website content & social media accounts
- Fostered and maintained relationships with media and fiscal sponsors

2000-present: Freelance Creative

Worked directly with clients to assess situations, deliver diagnosis and design creative solutions through marketing communications, graphic and UX design. Client list includes:

- The Jetty - redesign of restaurant's digital experience
- Boston College - print design of CASE award winning course catalog
- St. Elizabeth's Medical Center - served as creative consultant & designer
- Newport Creative Communications - agency work for multiple clients
- American Liver Foundation - print design work on multiple projects
- Cape Cod Bride Magazine - art directed design & production

PREVIOUS POSITIONS

Assistant Executive Director

Duxbury Art Association/ MA

Marketing Communications Specialist

Barry Controls/ MA

Art Director

Alcoswitch/Augat/ MA

Marketing Communications Manager

Augat/ MA

EDUCATION

- General Assembly UXDI (User Experience Design Immersive)
- The School of the Museum of Fine Arts; Web Design, Children's Book Illustration
- New England School of Art & Design: Color Theory, 3 Dimensional Design
- Bunker Hill Community College: Associate in Science, Graphic Design
- Mass College of Art, Continuing Ed: Graphic Design